

GREEN & BLACK AMBASSADORS PILOT PROJECT REPORT



GREEN & BLACK AMBASSADORS MISSION STATEMENT

"ACHIEVING A MORE DIVERSE
ENVIRONMENTAL COMMUNITY

BY

CHALLENGING,

ENGAGING

AND

EMPOWERING!"

The Green & Black Ambassadors initiative

Phase one: Oct 2016 – Oct 2017

A partnership between:

Ujima Radio - Community radio station providing community development, training and consultancy for and with black and minority ethnic (BAME) communities in Bristol.

Bristol Green Capital Partnership - Bristol's environmental sustainability network of over 800 cross-sector organisations.

University of Bristol Cabot Institute - conducts world-leading research on the challenges arising from how we live with, depend on and affect our planet.

Up Our Street - Community development organisation operating in Easton and Lawrence Hill.

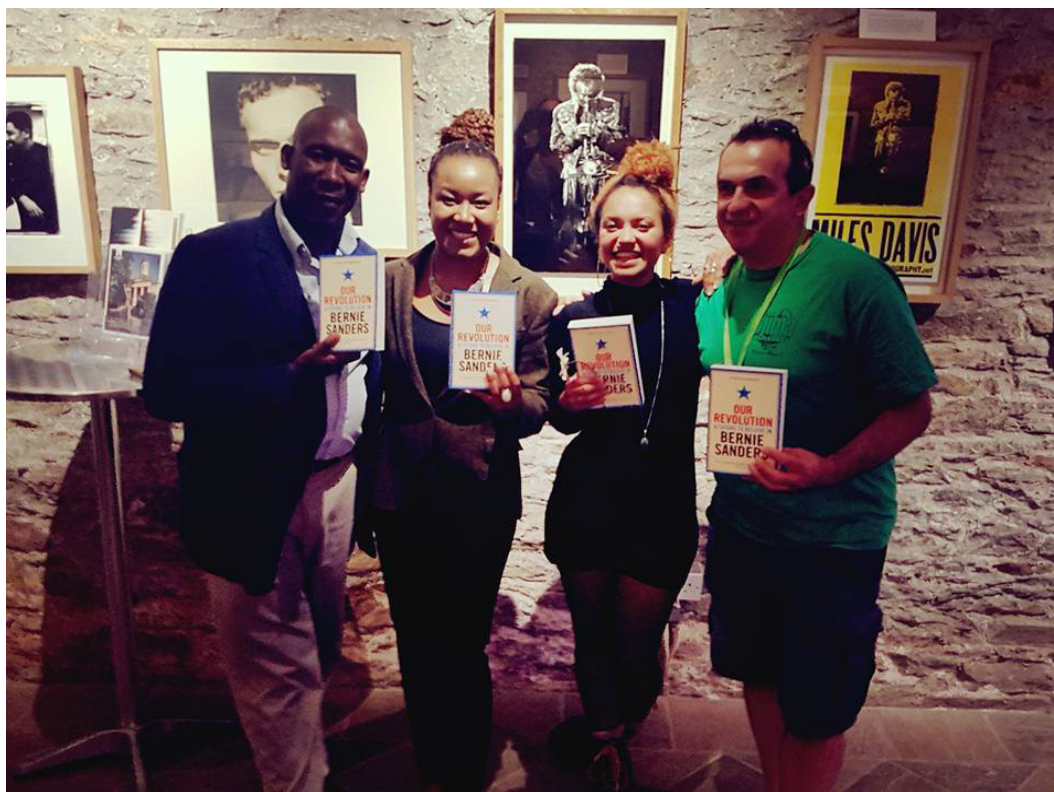
Green & Black Ambassadors

Jasmine Ketibuah-Foley

Zakiya Mckenzie

Organisations that have engaged with the pilot project

Avon Wildlife Trust, BBC, Black 2 Nature, Bristol & Avon Chinese Women's Group, Bristol City Council, Bristol Energy Network, Bristol Ferries, Bristol Food Network & Bristol Food Policy Council, Bristol Natural History Consortium, Bristol Pound, Bristol Walking Festival, Bristol Water, Common Causes Research, Easton Energy, Environment Agency, Friends of the Earth, GENeco, Journey to Justice Bristol, Lifecycle UK, NERC, Open University, Resource Futures, Slimbridge Wetland Centre, Sustrans, The Network, University of Bristol, University of Bristol Students' Union, University of the West of England, Bristol, Up Our Street.



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This report has been written and compiled by Green & Black Ambassadors, with contributions from partners and supporters and designed by Jasmine Ketibuah-Foley.



/ujimagreenandblackradio



@ujimagreenblack



/greenandblackambassadors

Stay up to date on the Bristol Green Capital Partnership website: www.bristolgreencapital.org

CONTENTS

5	FOREWORDS
5	INTRODUCTION
7	KEY FOCUS AREAS
8	ASSESSMENT OF KEY AREAS
12	FURTHER RESEARCH PROJECTS
14	BRISTOL UNIVERSITY AND NERC-SUPPORTED RESEARCH
15	BRISTOL GREEN CAPITAL PARTNERSHIP
16	REFLECTIONS FROM GREEN & BLACK AMBASSADORS ON WORKING WITH THE PARTNERSHIP
18	OUR REFLECTIONS AND LEARNINGS
22	LOOKING FORWARD
24	ANNEX

GREEN & BLACK AMBASSADORS PILOT PHASE

243

SoundCloud plays
and 13 radio shows
broadcasted on Ujima Radio
with a listenership of over

20,000

Created conversation
online with

2,200+

social media
engagements

£12,000 funding

awarded by NERC, followed
by 2 invitations to NERC
workshops and 1 article
published in NERC's flagship
magazine 'Planet Earth'



Inspired and challenged
audiences at 9 high profile
events,



connecting with

1,000+

people

At least 17 member
organisations from



directly engaged through
mentoring, collaborating and
idea sharing



39

people from BAME
communities participated in
community action research
and radio shows

Engaged over a dozen local,
national and international
political leaders from across the
political spectrum, including
interviewing Senator Sanders
for a Bristol Festival of Ideas
event

FOREWORDS

"I am committed to a more inclusive and environmentally sustainable Bristol, and believe that issues of social and environmental justice are inseparable. Working with a number of other parties, I have previously engaged with Green & Black conversations and attended forums from as far back as 2012 – bringing along key allies including Member of European Parliament, Claire Moody, to showcase the strength of our partnership working in Bristol. I have participated as a panellist on radio debates with a live audience drawn from the community, and I have offered support and advice to promote Ujima Radio's Green & Black agenda.

I warmly welcome Bristol Green Capital Partnership, the University of Bristol and Ujima Radio on taking forward these Green & Black conversations to address the issue of diversity, along with the involvement of the city's active environmental community. At times, the environmentalism agenda both in Bristol and globally can overlook those most directly affected who are in the greatest need. By raising issues such as the link between local air pollution and life expectancy, this project brings focus and impetus in challenging times.

The Ambassadors pilot project is exactly the kind of collective approach that I have advocated to tackle issues of exclusion and inequality in the city. The combination of leadership development work, community working and research, media projects, and engaging the city in debate and change is a model to learn from. It shows how, working together, we can enable new leaders from BAME backgrounds to develop their skills and offer opportunities that will ensure Bristol's environmental community is more diverse and inclusive. I am supportive of the project and its future ambitions, and would urge others to get involved."

Marvin Rees
Mayor of Bristol

"The Green & Black Ambassadors programme is an inspired project. It recognised from the offset that there is inequality of access to the environmental and sustainability world. Through its work the Ambassadors helped to identify the barriers and sought ways in which these could be overcome and their regular radio show on Ujima brought green issues right into the home of many BAME communities in order to break the stereotype of a sector that is considered exclusively "white". The project has had its limitations and therefore it's important that the environmental sector continues to champion the work that Zakiya and Jasmine have started through this programme. Bristol is well known for its green credentials and the Green & Black agenda needs to be mainstreamed by organisations if they are really serious about becoming more "inclusive" and less "exclusive". It's time to break the "green ceiling" and for the "green" sector and BAME communities to challenge their assumptions of each other and work together to address the lack of diversity that continues to exist within the wider environmental world."

Councillor Asher Craig
Bristol City Council

INTRODUCTION

Over the last seven years Ujima Radio has delivered a number of projects to engage communities and challenge perceived thinking, from creating green citizen journalists to a year of activity during Bristol European Green Capital 2015.

Getting more people involved and engaged in civic activity is an important goal for any society.

Environmental sustainability, or 'green issues', is one of a few truly global issues that we can connect with each other on. Partnership working that is rooted in the community to deliver change is central to progress on sustainability.

Ujima worked with a range of partners including Bristol Green Capital Partnership and the University of Bristol's Cabot Institute to deliver the Green & Black Ambassadors pilot project: to pay, train, support and work with a new generation of BAME leaders.

The Green & Black Ambassadors pilot project sought to show that we can make real change in a city where disadvantage and social injustice have been ingrained for years, and close the participation gaps in economics, civic leadership, environment, business and social inclusion – along lines of race, income and religion.

Roger Griffith
Chair of Ujima Radio CIC

"WHEN ORGANISATIONS CREATE SPACE FOR OTHERS TO PARTICIPATE, WE CAN ACHIEVE MUCH MORE TO COUNTER ENVIRONMENTAL CHANGES AND ACHIEVE SUSTAINABILITY."

Peninah Achieng from the African Voices Forum



INTRODUCTION FROM THE GREEN & BLACK AMBASSADORS, JAZZ AND ZAKIYA

With our project partners we had hoped to work with all ethnic minority communities. However, after further conversations looking at capacity and representation of other ethnic minority communities in our own team, it made sense for the pilot to be focused on African-Caribbean communities at least initially. We worked to create dialogue and encourage visibility of people from African-Caribbean backgrounds in the environmental sector and so highlight the lack of diversity and improve things.

KEY FOCUS AREAS

We, the Ambassadors with the project partners, agreed to keep our own brief concise by looking at three focus area aims for the pilot project. This was to best serve the main outcomes: leadership development, community conversations and – importantly – our regular radio show.

MEDIA

A monthly radio programme was broadcast on Ujima Radio to engage with environmental sustainability organisations, showcasing champions and inviting discussion and debate with diverse voices. The show was broadcast on Ujima Radio, available on 'listen again' via the radio station website, regularly repeated on the BBC Radio Bristol 'pick of the week' slot, which has a weekly listenership of 113,000, made available to listen again through our [SoundCloud page](#) and linked from the Bristol Green Capital Partnership

LEADERSHIP

The pilot project sought to directly influence decision makers and the choices they make: a group that is generally white, male, middle class and university educated.

Their decisions shape the kinds of issues that are raised and discussed and ultimately how, where and to who resources are allocated in the city.

Ambassadors participated in a range of meetings, including board meetings and Bristol Green Capital Partnership's 'network of network leaders', participating in project team meetings and development workshops and receiving mentoring and training. This allowed the Ambassadors to learn about organisational structures and decision-making processes. It provided a good platform for us to gradually influence new ways of thinking and more inclusive activity.

COMMUNITY RESEARCH

As Ambassadors we regularly had contact time with the project team and received mentoring from University of Bristol researchers to build up a series of questions to take out to members of the African-Caribbean community in inner-city areas as well as Bristol Green Capital Partnership's member organisations.



This research was to have a dual purpose. Firstly, to better understand the roots of the issues of exclusion, inclusion and their perception across the environmental sustainability community in the city. And secondly, to build relationships of interest with African-Caribbean community members and sustainability organisations to create space for the other elements of the programme to grow and develop.

The Ambassadors progressed this research by partnering and collaborating with and accessing funding from Up Our Street that enabled the pilot to extend up to September 2017. This eventually became the 'Photovoice: through my lens' project, using photography to talk about environmental issues with participants without jargon. Common Cause Research has made a video which can be found on its [website](#) from April 2018 looking at this research project, and highlighting relationships between community researchers and universities. Additional funding is now being sought to develop this research and engagement work beyond the pilot.

ASSESSMENT OF KEY AREAS

LEADERSHIP

RICH PANCOST, DIRECTOR OF THE CABOT INSTITUTE AT THE UNIVERSITY OF BRISTOL:

“Personally, the best outcome has been the unleashing of Jasmine and Zakiya’s talents. We have given some training to these exceptional women, but the real benefit has been the commitment of the partners to give them a platform and show city leaders the skills, knowledge and passion they already had.”

IAN TOWNSEND, CHIEF EXECUTIVE OF BRISTOL GREEN CAPITAL PARTNERSHIP:

“The Green & Black Ambassadors is all about enabling leadership. We aimed to offer potential leaders from BAME backgrounds opportunities to engage as equals in the city’s environmental sustainability community, investing in mentoring and training for them as needed. These leaders could then be bridges between these two.

Driven by their interests and passions, Jazz and Zakiya have accelerated change towards the more sustainable and inclusive Bristol we should all be striving for. We have all gained from working with these articulate, engaging and inspiring women. It is they who have proved that the Ambassadors concept works, and together we’ve gathered many useful learnings which are informing the future of this project.”

JASMINE KETIBUAH-FOLEY, GREEN & BLACK AMBASSADOR

“As a pilot Green & Black Ambassador, it was great to see how through our projects we have been able to show how networks and bridges can be made between diverse communities.

There were great opportunities to build on my leadership skills during the pilot phase of the project and I felt supported along the way by

all of the partners. I attended a lot of meetings, chaired our project team meetings and observed some very important board meetings, where it was interesting to see how people use their leadership skills.

Above all else, my leadership skills have noticeably improved, through growing confidence and having access to other leaders in the city

for advice and support. I know that if I want to organise a meeting with a city leader for a certain project I can do it, and if I need support our partners would give us it.

Having that platform of communication and networking is a great basis for growing leadership skills that we hope can be passed on to build a stronger bigger team in future.”



"I THOUGHT THE UJIMA INTERVENTION WAS
PARTICULARLY POWERFUL. CLIMATE CHANGE
IS SO COLOUR BLIND THAT IT IS A PERFECT
OPPORTUNITY FOR CROSSING CULTURAL DIVIDES
AND LEARNING FROM OTHER COMMUNITIES"

Richard Guyatt, Womble Bond Dickinson on Bristol Green
Capital Partnership's 10th anniversary event



MEDIA

The Green & Black project included a monthly radio show broadcast on Ujima Radio on the last Thursday of every month. This has been an important platform to disseminate research findings and to engage communities in conversations on environmental sustainability. Ujima Radio's general listenership is around 22,000, which gives the radio show a large diverse audience, extended even further by 'listen again' and SoundCloud options.

We also created a website containing numerous blogs, commentaries and interviews. And a multimedia archive of these dynamic and interactive shows, which have featured leading scientists, campaigners and politicians, can be found on [SoundCloud](#).



COMMUNITY RESEARCH

ENGAGING THE COMMUNITY

Our early research backed up evidence from the 2015 Green & Black conversations that the pervading perception that BAME Bristolians did not participate in 'green' activities was not true. In fact, many people had lived very 'green' lives for a long time and saw it as second nature. The issue was not that people were not engaged, rather that the mainstream environmental sustainability community had not sufficiently understood who the city's diverse communities are and what they do.

In December 2016 and January 2017, we facilitated a group of activities with the World Wildlife Trust's Slimbridge Wetland Centre in Gloucestershire, involving BAME Bristolians and their ideas on nature and conservation spaces.

This included two trips to Slimbridge and a workshop held at St Werburgh's City Farm in inner-east Bristol. Even though it was a cold January morning, 14 people aged 28–52 took part in a day of discussion and activities on memories of 'being in nature', likes and dislikes, and barriers to engaging with the environment and nature.

When asked what they see as major obstacles to engagement with nature for BAME groups in Bristol, they shared a range of insights:

- Cost (unreliable transportation network, entry fees etc.)
- Not having proper resources (coats, boots etc.)
- Different cultural understandings of what constitutes fun or leisure in a natural space
- Fear of being culturally misunderstood or standing out as 'the only brown face' Urban life leading to a disconnect with nature especially among youth
- Lack of opportunities to get outside of the city to nearby nature reserves, conservation areas and so on

Slimbridge's community engagement officer (who attended the workshop) reacted in a constructive way. They actively sought to address these issues by creating a different, tailored approach to the second Slimbridge visit. They changed their use of jargon-

heavy language and made more of a point of looking at animals that are from other parts of the world. For example, on the second Slimbridge visit we were greeted with a 'bird bingo' game, with birds sorted by the region of the world they originated from. It meant that people could potentially find birds, just half an hour outside of Bristol, that they may have known from another country. While a small gesture, it gave the participants something to relate to, before some became genuinely interested in the birds and no longer needed a trail to enjoy the visit.

One participant said (on Ujima Radio):

"Our urban spaces can inhibit our getting up and out, but there are many community projects in Bristol already working on the very same green and wellbeing causes. Big organisations can miss the plot on inclusion by ignoring the social capital inherent in building relationships with community initiatives and starting with small groups of people."

At Bristol Green Capital Partnership's gathering in March 2017, we shared these insights in conversation with a range of people working or volunteering in nature. The learnings have gone on to inform Bristol Green Capital Partnerships ongoing nature engagement work.

We developed and tested the insights we had gained through our workshop at Slimbridge, and further developed the research during our time at Up Our Street (see p.13).



FURTHER RESEARCH PROJECTS

PHOTOVOICE

An arts and social sciences project giving non-academic, non-insider participants the opportunity to join the processes of investigation and co-production of knowledge by having their contributions recognised as analysable data. The project seeks to situate the grassroots ideas and practices of BAME people within the city's environmental agenda through community-based research. In practice, the participant becomes the researcher, who then investigates a topic by choosing what to photograph. This results in an exhibition.



COMMUNITY-BASED PROJECT DEVELOPMENT AT UP OUR STREET AND FURTHER SUPPORT FOR PHOTOVOICE PROJECT



The pilot was initially intended to run for five months with the available funding, but funding from the Cabot Institute enabled us to be housed with Up Our Street, a community organisation focused on Easton and Lawrence Hill wards in inner-east Bristol, for a two-month extension. This allowed for the research project to be situated in a particularly diverse and relatively deprived community in the city.



The first phase of the research project invited participants to take away a disposable camera and photograph what they liked and did not like about their environment. The second phase, now underway, invites participants back for in-depth interviews to unpick meanings and connotations in the photographs they took. The audios of these conversations will also be recorded and we hope to use these to share insights from the research project through a published report and interactive exhibition in early 2018.



The pictures taken by the participants are very striking (see left) and depict visual representations of clean and unclean environments, people they see in their community and the green spaces they enjoy.

It was during our residency at Up Our Street that we took part in setting up a new green spaces network. This is a regular community meet-up for residents of Easton and Lawrence Hill to look at ways of managing their local parks and green spaces as a response to a reduced council parks budget. In the initial session we established where those spaces are, how they are used and if any voluntary group is taking responsibility for the space, and offered a chance to speak with the person in charge of parks and spaces in Bristol City Council.

BRISTOL UNIVERSITY AND NERC-SUPPORTED RESEARCH

In addition to co-funding the pilot project, Bristol University has worked very closely with the Green & Black Ambassadors initiative as a partner supporting and providing academic expertise. The Cabot Institute has been our main supporter at the university, building on our knowledge and networks in and outside of Bristol.

The Natural Environment Research Council (NERC) funded one of 18 projects to engage the UK public with environmental science around challenging issues. This funding supported our work to connect BAME groups with environmental researchers.

In a summary report to NERC, Rich Pancost (Director of Cabot Institute) outlined some of the outputs and impacts from our work (this is included in the appendix). Some key headlines were:

- Evidence of the embedding of diversity issues, awareness and responsibility across Bristol Green Capital Partnership's around 800+ member organisations.
- A dramatically raised profile of BAME-led initiatives in the city and a stronger dialogue between university researchers and marginalised communities.
- Events characterised by their diversity and ambition, connecting people from a range of communities to one another and to natural resources. They have occurred across Bristol and the West of England, either in traditional locations with a specific aim to challenge and disrupt conventional approaches to engagement. One example was the Cabot Institute's annual

lecture, which was introduced by Roger Griffith and Julz Davies (Ujima Radio) in the University's Wills Memorial Hall; another was the nature engagement event held in Barton Hill.

- The Ambassadors have also received training and mentoring from University of Bristol academics Helen Manchester and Terra Sprague on using best practice in conducting community research, as part of another Research Councils UK programme.
- There is strong evidence that the organisations involved are changing, with both Bristol Green Capital Partnership and Cabot Institute being recently celebrated for better showcasing BAME citizens, putting visible effort into engaging with those citizens, and adopting more rigorous and challenging practices. Slimbridge has also changed the way it interacts with communities in Bristol and has created a volunteers group targeting people from BAME backgrounds. Bristol Pound and the BBC have also directly sought diversity understanding and expertise to be passed on so that they can improve how they operate.

"THE WORK OF GREEN & BLACK AMBASSADORS IS CRUCIAL TO THE ENVIRONMENTAL MOVEMENT. WE HAVE LONG RECOGNISED THAT BME COMMUNITIES ARE UNDER-REPRESENTED IN THIS AREA AND WHILST MANY ORGANISATIONS HAVE STRUGGLED TO ADDRESS THIS IN A MEANINGFUL WAY, GREEN & BLACK AMBASSADORS HAVE BEEN ON THE GROUND DOING PRACTICAL WORK TO INVOLVE PEOPLE WHO ARE OFTEN ALSO ON THE FRONTLINES OF ENVIRONMENTAL INJUSTICE. WE WERE KEEN TO COLLABORATE WITH THEM BECAUSE OF THEIR IMPRESSIVE CONNECTIONS AND SKILLS, AND THEIR OPENNESS AND WILLINGNESS TO WORK TOGETHER. IT IS ALSO OF HUGE BENEFIT TO US TO WORK WITH A PARTNER THAT IS TRUSTED WITHIN THE COMMUNITIES WE WANT TO ENGAGE"

BRISTOL GREEN CAPITAL PARTNERSHIP

The Partnership co-funded the pilot Ambassadors project, as it sees inclusive sustainability as an important element of achieving its vision of “a sustainable city with a high quality of life for all”. The Partnership’s central team and Directors, and many of the Partnership’s members, have worked with us in this pilot project to raise the Green & Black mission, profile and agenda among environmental sustainability organisations and leaders, through advocacy, connections and communications:

- Sharing information about the Green & Black Ambassadors project on the Bristol Green Capital Partnership website (292 unique page views)
- Foregrounding the Green & Black agenda at its December 2017 Partnership Gathering (around 100 attendees)
- Encouraging conversation and promoting the Ambassadors’ Twitter feed to Partnership members (225 followers on Twitter; many engagements during live Ujima Radio shows)
- Publicising the radio show (more than 200 plays on SoundCloud to date)
- Highlighting the pilot with city leaders including Mayor Marvin Rees and Deputy Mayor Asher

The Partnership team also worked with us to broker connections with environmental sustainability organisations across a range of sectors and interests:

- Ambassadors participated in two Bristol Green Capital Partnership ‘network of network leads’ meetings
- 18+ Partnership member organisations from a range of sectors have directly engaged with us as Ambassadors, supporting or participating directly in the initiative

The team also facilitated leadership development opportunities, mentoring and opportunities to engage at Board level:

- Ambassadors attended Partnership Board meetings to share ideas and learnings from the pilot project and discuss issues encountered and how these linked with broader sustainability issues
- Five Partnership Directors met with Ambassadors to exchange ideas and knowledge on sustainability issues and areas of work in the city related to the Partnership’s five themes: energy, food, nature, resources and transport.

The central team have met with us on a regular basis, providing us with support and encouragement and maintaining an ongoing dialogue about their plans and opportunities for collaboration with us as Ambassadors.

We were invited to:

- present at a nature-themed Partnership gathering
- join roundtable discussions at nature-themed Partnership meetings
- share learnings from the community action research and Diverse Natures pilot with at least 10 local sustainability organisations and providing constructive challenges
- take part in the Community Launch Day for Healthy City Week, an annual series of events bringing the health and sustainability communities together in Barton Hill. This included the pilot project’s agenda with a panel of senior cabinet members and community members
- connect with sustainability individuals and organisations from the Partnership involved in the organisation of the event
- participate in several events and workshops including Protestival, gaining inspiration for future events



REFLECTIONS FROM GREEN & BLACK AMBASSADORS ON WORKING WITH THE PARTNERSHIP

GENERAL

“The encouragement and support that Bristol Green Capital Partnership have provided in growing us as leaders and researchers has been integral to the project. As it is a pilot project we are all learning together about what works and what doesn’t work and the Partnership have excellently provided their experience and expertise to make that process easier. Not only the personal and project development support, but also giving us an extended network base to work with and make ourselves heard. This has opened a lot of doors for the project and helped shape a lot of the research programmes. Being able to speak to and hold to account these highly visible organisations within Bristol for the communities that we represent has become a very clear aim for the project.”

Jasmine Ketibuah-Foley

“Working with the partnership has been priceless for my professional development and entrance into more corporate structures of business and enterprise. Through the Bristol Green Capital Partnership, we have met entrepreneurs, volunteers, students, CEO, managers, city councillors and the Mayor and everyone in-between. The Partnership brings together groups in Bristol who want to pool together to make the city more sustainable and green. This means things like more clean and efficient energy, less food waste, creating easy access to outdoor spaces, cycling as a combatant to climate change (and as the most practical way to get around the congested city) and so on. The structure of the Partnership allows us to meet people in many different sectors and this has been a great asset in breaking into new territory.”

Zakiya Mckenzie

ON THE PARTNERSHIP’S ‘NETWORK OF NETWORK LEADS’ MEETINGS

“The 3 November meeting was our introduction to key Partnership contacts, so we used it as an opportunity to find out about a lot of the initiatives in Bristol that were already working on ‘green’ projects and what events were being planned. We participated in the meeting, outlining the pilot project plans, and gathered insights into how high-level contacts in the environmental sustainability community come together to discuss their own work and projects and identify ways that these might feed into wider issues that others are also exploring.” Jasmine Ketibuah-Foley – Green & Black Ambassador

ON THE PARTNERSHIP’S MONTHLY ‘GREEN MINGLE’ NETWORKING EVENTS

“The Mingles offer the chance for informal chats with a range of different people involved in the ‘green’ community. They are early evening social catch-ups in a central location. The Mingles are a good introduction for anyone looking for an evening of thought-provoking conversation even if one is not involved or interested in the green sector. We were welcomed by many smiling faces here and people asking “so what do you do?” openly and with no reservations. At these events, we met people who went onto become key partners for our work, such as Helena Craig of Black2Nature and Ian Barratt of Avon Wildlife Trust. We got deep into conversations with everyone who attended the Mingles and often thought “I should be recording this”. We then took people aside with a microphone to ask specific questions as content for the radio show. We have attended Mingles with another Ujima Radio presenter/producer, called Skylion, who “lives by the land and sea” and has been sharing ideas with us on further topics for the radio show.” Zakiya Mckenzie – Green & Black Ambassador



OUR REFLECTIONS AND LEARNINGS

As the first Green & Black Ambassadors, it was refreshing for us to experience the response and engagement with the project, as well as the strong support it was given. It has been celebrated by city leaders, including Bristol's elected Mayor (see foreword) and Deputy Mayor, Councillor Asher Craig, who said:

"The Green & Black Ambassadors programme is an inspired project. It recognised from the outset that there is inequality of access to the environmental and sustainability world. Through its work the Ambassadors helped to identify the barriers and sought ways in which these could be overcome and their regular radio show on Ujima brought green issues right into the home of many BAME communities in order to break the stereotype of a sector that is considered exclusively "white". The project has had its limitations and therefore it is important that the environmental sector continues to champion the work that Zakiya and Jasmine have started through this programme.

Bristol is well known for its green credentials and the Green & Black agenda needs to be mainstreamed by organisations if they are really serious about becoming more "inclusive" and less "exclusive". It's time to break the "green ceiling" and for the "green" sector and BAME communities to challenge their assumptions of each other and work together to address the lack of diversity that continues to exist within the wider environmental world."

The pilot project made it clear that we had tapped into a huge unmet need and reservoir of potential. Our initial work indicates that the transformation of sustainability organisations will require long-term committed and widespread engagement. Central to the pilot has been a strong partnership approach that is rooted in the community to deliver change. To achieve our mission statement, we think a full programme with many more Ambassador over several years is needed, and we are helping to shape proposals with our project partners.

Real engagement is about far more than better communication. It is about what happens because of it – what changes. Have organisations adopted new policies or practices? Do they still depend on external initiatives focused on marginalised groups or people, helped by projects such as ours, or do they take on their own responsibility to do inclusion directly?

Rich Pancost runs the Cabot Institute which brings together scientists and others across the University of Bristol interested in environmental issues. He said: "It is not enough to think about science communication as apolitical and in isolation. If we want citizens to engage with scientists, then we [scientists] must show that we have made commitments to their communities, that we are engaged with the challenges those communities face, that we are committed to addressing the flaws within our own institutions.

It is not enough to say, "we wanted to have a diverse panel but there are very few black climate scientists". Of course, scientists should be very cautious about appearing partisan, but nor can we ignore the challenges of those we engage, especially where it interfaces with our work.

If changes have occurred in organisations, in partnership with NERC researchers, we will be better poised to connect our research findings to a wide and diverse part of the UK's population.

I feel I can develop my leadership skills even further. It would have been great to have been involved with bid writing within the pilot project, and learn how to bid successfully so I am then better positioned to pursue other funding opportunities and career development, for example, for further research and projects as an independent researcher and consultant. I am now working with project partners on future project proposals, and think fundraising training would be an important next step in their training.

I also think it would have been really useful to have had a separate meeting with all of the partners on how we wanted to focus on building leadership skills and what that would actually look like for all of us. We could have then compiled a set of leadership objectives to get to by the end of the first phase, making it easier to check our progress. I still feel I need a lot more leadership training and hopefully that will come from experience and time.

Our work also raises questions like 'what is leadership'? Leadership skill needs may be different for different people. This is something that we could clarify together.

The project was in its pilot phase, and it was clear that limited capacity and time would make it hard to focus solely on leadership. We recommend that future Green & Black Ambassadors' training has leadership, research and bid writing skills to create a strong foundation for their role. Being able to provide a more structured and increased amount of time in building these skills properly for the Ambassadors would benefit the project as a whole. It should also bring in other factors relevant to the role such as network building."





GREEN & BLACK AMBASSADOR ZAKIYA MCKENZIE

“The mission statement for Green & Black Ambassadors is to challenge and disrupt but also to support existing institutions to change their behaviour: to address unconscious biases, discard practices that are implicitly exclusive and to proactively think about how to create structures that are more inclusive. This can be challenging when dealing with the very marginalised groups in Bristol.”

THIS IS ALSO EXPLAINED BY JASMINE KETIBUAH-FOLEY:

“For the Elders Project, we wanted to include the Somali community, an important group in Easton and Lawrence Hill wards. So I spoke to a well-known member of the Somali community in the areas. He was initially guarded about us working with Somali elders. He said that the elders are asked to take part in research a lot, or at least people would come and talk with them all the time, but they never seemed to give anything back. He explained it felt like they were being used, and there was never anything returned to them to say thank you.

So I faced an obstacle to overcome: the aftermath of other research projects and short-term approaches that research projects can bring with them.

The community leader wanted me to meet with the elders regularly, organise meals and activities and then over time carry out my research project on elders. But given the time-limited nature of the pilot project, this was not possible. I explained this lack of current capacity, and would share the learnings and aim to come back to them when resources were available.”

Our findings from this conversation was that in order to gain real value from our work there needs to be a long-term vision and engagement to build relationships with communities.

IAN TOWNSEND, CHIEF EXECUTIVE OF BRISTOL GREEN CAPITAL PARTNERSHIP, SAID:

“The Partnership was a key part of Bristol’s success in winning the European Green Capital 2015 award. But in its delivery, something the Partnership played a supporting role on, there were criticisms of an insufficiently inclusive approach. The Green & Black conversations Ujima Radio and partners held during the year explored BAME exclusion from the environmental sustainability community. These found that, far from being disinterested, BAME communities are engaged but in different ways and in different places than what might be called the ‘mainstream’.

The pilot project, originally intended to last just 5 months, sparked a flame that was difficult to extinguish. The Ambassadors’ creative, media-savvy approach has been a breath of fresh air.

The pilot project has given us a fresh insight into how our Partnership – our members and the central team – approaches its work and how we can be more inclusive. We are committed to taking this forward, working with our partners and others on a full, multi-term programme that takes the learning from the pilot to craft a more comprehensive and supportive programme that delivers on the project’s mission statement.

Becoming carbon neutral means everyone in our city making changes, small personal changes to start with, in their lives to ensure we leave a world fit for future generations. All communities will be involved, and the Green & Black Ambassadors offers one important way to take this journey together.”

LOOKING FORWARD

This project has made inroads and delivered change by directly addressing inequality and social disadvantage. We have created a better participation and inclusion model that will help tackle gaps in economic and civic leadership and can be modelled throughout the UK.

A full Green & Black Ambassadors programme will seek to engage, train and support a new generation of BAME leaders and their creative ideas.

This will require funding, and we will also seek support to ensure the research and projects from the pilot project can be taken forward.

Some key principles we have agreed are:

- The BAME community must have ownership of this project.
- Future phases could include increasing the participation of BAME organisations in the city.
- Our collective mission statement should drive funding bids and relationships.
- The project needs to 'scale up' in Bristol before its 'scales out' to other city contexts. This means focusing on relationships, skillsets, networks and research in Bristol.
- The Ambassadors' 'critical friend' and enabler roles, and organisations buying into this, are important to retain in our future work.

"THE GREEN AND BLACK PROJECT HAS BEEN ENORMOUSLY SUCCESSFUL IN HELPING TO OVERCOME SOME OF THE PRECONCEIVED IDEAS ABOUT BAME COMMUNITIES' VIEWS ABOUT AND RELATIONSHIPS WITH NATURE AND HAS HELPED TO KICK START CONVERSATIONS ABOUT HOW WE CAN ALL WORK TOGETHER TO CREATE A NATURE RICH CITY THAT BENEFITS EVERYONE."

Ian Barratt, Avon Wildlife Trust



ANNEX

MEDIA LINKS

- Ujima Radio Green & Black show on [SoundCloud](#)
- Bristol Festival of Ideas, Senator Bernie Sanders event (audio), [Bristol 24/7 coverage](#) and Flickr
- 'Green & Black Ambassadors,' [NERC blog](#), 17 Jul 2017
- [Keepers profile: Jazz \(Jasmine\) Ketibuah- Foley, with video](#)

ANNEX: EVENTS, WORKSHOPS AND OTHER MEETINGS

7 Dec 2016	Bristol Green Capital Partnership quarterly gathering	Presented aims of pilot project and initial research ideas to around 100 people from Partnership member organisations
19 Oct 2017	Inclusive sustainability' event at Festival of Future City 2017	Panel discussion with city leaders and politicians on promoting inclusion in the vision of a sustainable future Bristol. Around 40 members of the public attended at Hamilton House
8 Sep 2017	Common Causes research workshop	A case studies collation project by the Arts Council, bringing together research that has used the arts in conjunction with social sciences. Around 15 participants at the Hilton Bristol
6 Jul 2017	Bristol Green Capital Partnership 10th Anniversary	Presented on the Green & Black pilot project, in conversation with Ujima Radio Director and Project Manager. Around 140 attendees from Partnership member organisations at We The Curious (formerly At-Bristol)
17 May 2017	Young Festival of Ideas	Promoting and engaging conversations with young people in Bristol on how to be active citizens, and to speak up and speak out on the issues that most affect them. Presented on the Green & Black initiative and how to engage diverse communities and the importance of communication in addressing issues. Around 200 participants at the Arnolfini, Bristol
6 Apr 2017	Natural Environment Research Council conference	Conference to help decide on allocating and priorities for the research council's future funding. Around 50 participants from leading UK environmental organisations
7 Mar 2017	Bristol Green Capital Partnership's nature-themed gathering at SS Great Britain	Around 90 people drawn from Bristol environmental organisations to discuss inclusion issues affecting the sector and collective thinking on tackling them

19 Feb 2017	Visits to Slimbridge Wetland Centre, Gloucestershire	Bringing people from Bristol's BAME communities to the Wetlands centre and conducting research through recorded conversations to unpick any assumptive ideas on who would use the facilities at the centre and focusing on conversations around inclusion and exclusion in those spaces. 17 participants
20 Feb 2017	Visits to Slimbridge Wetland Centre, Gloucestershire Slimbridge workshop	Looking at diversifying Slimbridge visitorship and helping it look at how it can engage with more diverse communities. Workshop bringing together Slimbridge's Community Engagement Officer and residents from BAME communities at St Werburgh's Farm in inner-east Bristol
June 2015 - Feb 2016	Prior Green & Black activity	Big green debate and community consultations
June 2015	Big Green Debate	Around 22,000 listeners and 30 audience members at the Watershed, Bristol. Looking at the lack of diversity and inclusion during the Bristol European Green Capital year and how to move forward with positive solutions
7 Dec 2016	Bristol Green Capital Partnership quarterly gathering	Presented aims of pilot project and initial research ideas to around 100 people from Partnership member organisations